

ABSTRACT OF THE DISCLOSURE

Image data of plural objects are inputted, the  
inputted image data are encoded on an object basis, a  
priority order of code amount allocation is set for the  
5 objects, and encoding conditions for the objects in the  
encoding step are controlled in accordance with the  
priority order. The encoding conditions are controlled  
so that a total code amount obtained by encoding the  
image data of the plural objects does not exceed a  
10 predetermined code amount.